

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER [SPECIAL REPEAT]
INTERNATIONAL MARKETING
MBA – 304A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- Which of the following would you consider to be a socio-cultural influence on international marketing?
 - Language
 - Religion
 - Social organization
 - All of the Above
- Pricing is one of the 4P's of
 - Management Mix
 - Production Mix
 - Marketing Mix
 - Geographical Mix
- In "Product Life Cycle" a stage represents rapid increase of product sale known as ____
 - Growth State
 - Decline
 - Introduction
 - Maturity
- Tube of toothpaste is an example of
 - Packaging
 - Packing
 - Pricing
 - None of the Above
- Quota system is a type of _____ barrier
 - Tariff Barriers
 - Non Tariff Barrier
 - Revenue
 - None of the Above
- The concept of penetration pricing strategy is appropriate for a firm under the following conditions:
 - Price Sensitive Customers
 - Competition is intense
 - Mass Marketing
 - All of the Above
- _____ is a partnership between two or more companies that join forces to create a separate legal entity internationally
 - International Joint Ventures
 - Licensing
 - Mergers and Acquisitions
 - None of the Above
- In International Marketing age, gender, income, occupation and marital status come under which Segmentation
 - Demographic Segmentation
 - Geographic Segmentation
 - Psychographic Segmentation
 - Behavioral Segmentation
- Ethnocentric orientation is also known as
 - Home country approach
 - Host country approach
 - Global approach
 - None of the above

10. All of the following are actual modes of market-entry EXCEPT:
a. Licensing
b. Franchising
c. Standardization
d. Exporting
11. Persistent dumping is done when domestic demand is _____ than the foreign demand
a. Less
b. High
c. Moderate
d. None of the Above
12. The exact expenses to be borne by importer and exporter is mentioned in _____
a. Balance Sheet
b. Financial Statements
c. INCOTERMS
d. None of the Above
13. The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?
a. Personal
b. Psychological
c. Demographic
d. Behavioral
14. Cost plus pricing is also known as _____
a. Mark Up Pricing
b. Value based Pricing
c. Prestige Pricing
d. None of the Above
15. Brexit referendum is an example of which of the following environment in International Marketing
a. Political
b. Economic
c. Environmental
d. Technological
16. Trade barriers are _____ for international trade
a. Beneficial
b. Supportive
c. Promising
d. Harmful
17. Standardization does not recognize _____ in the market?
a. Similarity
b. Both A and B
c. Difference
d. None of the above
18. Product position help firms to create certain _____ of the product in the mind of customers
a. Perception
b. Attitude
c. Size
d. Image
19. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?
a. Brand
b. Label
c. Packaging
d. Product
20. Which of the following would you consider to be a socio-cultural influence on international marketing?
a. Language
b. Social Organization
c. Religion
d. All of the Above
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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|---|-------------|
| 1. Define International Marketing? Discuss the various modes of entry into the international Market? | 2+8=10 |
| 2. What do you mean by a Price? Discuss the various pricing methods available for pricing in an International Market? | 2+8=10 |
| 3. What is market research? Explain the importance of International Marketing Research? | 2+8=10 |
| 4. Define segmentation, targeting and positioning? Mention various ways to segment an International Market? | 2+2+2+4=10 |
| 5. What is Regional Market Integration? Define Free Trade Agreement, Customer Union, Free Market and Economic Union? | 2+8=10 |
| 6. Explain the concept of channels of distribution? Name and describe the three levels of distribution intensity. | 2+8=10 |
| 7. Define integration strategies? Define vertical, horizontal, forward and backward integration? | 4+ 2+2+2=10 |
| 8. Write short notes on <u>any two</u> :
a) Packaging
b) Branding
c) Labeling | 5+5=10 |

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